

ABSTRACT

A pigment powder of a stable color tone which comprises a lightweight base particle and is capable of being colored without using a dye or pigment and with which not only a pigment for monochromatic color inks, e.g., blue, green, or yellow inks, can be obtained by dispersing the pigment powder into a fluid, but also a filler for plastics/papers can be designed; a powder for use as a material for color cosmetics which is a powder with which monochromatic colored powders, such as mascaras or eyebrow pencils, can be designed and which is capable of absorbing ultraviolet and infrared rays harmful to the skin; and a lightweight powder which, when dispersed into a fluid, can give a material for an electrorheological fluid, in particular, a colored powder capable of giving a material for a colored fluid. These powders each is a multilayer-coated powder comprising powder particles each comprising a nuclear particle 1 having a specific gravity of 0.1 to 10.5, e.g., an acrylic resin particle or an inorganic hollow particle, and having on the surface thereof plural thin coating layers 2 and 3 which are different in refractive index (titanium dioxide film, titania film, polystyrene film, silver metal film, etc.).